

Upper Midwest Convention & Visitors Bureaus 2017 Fall Conference Session Descriptions

Sunday, September 10, 2017

1:00 pm – 4:00 pm **Pre-Conference Sessions**

DMO Bootcamp

Mark Lynch, *Chief Business Officer, Tempest & President, iDSS Global*

Join Mark Lynch for an interactive discussion of the needs of the DMO industry and the role technology can play. Bootcamp will be a lively Q&A 'shirtsleeve' format. Topics will include:

- 1:00 pm – 2:00 pm Getting the most out of iDSS' new user interface, Cyclone
- 2:00 pm – 3:00 pm Event Registration + Housing as a tool to grow business
*featured expert, **Heather Deeter**, *Go Cedar Rapids CVB*
- 3:00 pm – 4:00 pm Email Marketing shirt sleeves

Monday, September 11, 2017

8:00 am - 8:10 am **Welcome and Announcements**

8:10 am - 8:30 am **Exhibitor Introductions/Recognitions**

8:30 am - 9:30 am **Opening Keynote Speaker**

The Very Real Threat of Today's Politics

Jack Johnson, *Chief Advocacy Officer, DMAI*

The funding and operation of destination organizations as well as the marketing of destinations themselves has often been tied up with local political issues. But today, new and greater political threats are developing at a speed that is alarming. Whether from the political left or the political right, travel is being used as a political weapon in a way that can hurt your destination. Or even worse, your organization will find itself the target of a politically motivated attack. Too often you never see these threats coming as they can be driven by outside political and ideological forces, often funded by people you may never have heard of and who reside or work nowhere near your destination. It may be an activist boycott or a government initiated travel ban, it could be outside political extremists taking over your destination for their purposes, or it may be a direct attack on your organization. The only thing that you know for sure is that the odds are fast increasing that one of them will happen to you. In this session Jack Johnson will discuss these threats, evaluate where they are most likely to appear and explain what Destinations International is doing to respond.

9:45 am - 10:45 am **Concurrent Session 1**

1A: Destination Next – New Trends and Opportunities

Jack Johnson, *Chief Advocacy Officer, DMAI*

In 2014, when Destinations International launched the groundbreaking Destination NEXT initiative, no one could have predicted the impact DNEXT would have on our industry. Since that time, the research report has been shared with industry leaders around the world, and more than 300 destinations from 18 counties have utilized DNEXT to strategically assess their destinations. In order to reassess the industry's position, this year Destinations International has updated the original Futures Study with information from 433 participants in 52

countries revealing the trends and opportunities that will shape the future of destination marketing and management. This session will share the report and its key findings with you and offer ways that you can use this information in your destination organization.

1B: Ignite Your Income

An Innovative Look at Differentiation in Meeting Sales

Heather Hansen O'Neill, *Find Your Fire*

Discover a powerful way to reduce your stress and enhance your sales. You'll find out:

- Why shifting and owning your energy is particularly important in the meeting industry
- Specific strategies you can use right away to remove fears, judgments, assumptions and other blocks that keep you from success
- 3 tools to stand out, magnetize prospects, and create loyal customers

1C: Not Your Grandma's Branson

Liz Mabe, *Director of Digital Marketing*, Explore Branson

Learn how Explore Branson tackles and changes brand perception through their graphic and visual content marketing strategy.

1D: The Future of Sports Events & Tourism

Al Kidd, *President & CEO*, NASC

Sport tourism in the United States has grown from 35 cities participating in 1989 to more than 450 communities vying to host sport events in 2017. As a result, it is more important than ever for destinations to be poised to stage top notch sports events and stay ahead of the curve. During this session, you'll hear about 9 trends to watch. Additionally, you'll learn about new programs and initiatives the National Association of Sports Commissions is rolling out to better serve and advocate for hundreds of sports destinations and events across the country.

11:00 am - 12:00 pm Concurrent Session 2

2A: Destination CEO's of Tomorrow

Mike Gamble, *President /CEO & Co-Founder*, SearchWide

How has the role of the CEO evolved over the years? In this session, we will discuss skill sets, characteristics and background that boards and search committees are looking for.

2B: Every YES Begins with a Know

Web Search Secrets to Know More, So You Can Win More

Sam Richter, *Founder*, SBR Worldwide, LLC

You don't get a second chance to make a great first impression. What's the first thing out of your mouth? Is it about you and your company? Or is it about the other person and what he or she cares about? Do you make your prospect or client feel important? Are you relevant? It's no longer enough to be interesting. In today's world, you need to be interested. In this dynamic presentation, you will discover...

- Web search secrets that you never thought possible for finding qualified leads, creating lists, uncovering opportunities, identifying trigger event, and understanding decision makers.
- Tips and tricks for using social media media as sales and competitive "intelligence agents;" find the prospects who fits your desired profile, and learn more about the individual so that in every meeting, you're building a meaning connection (without seeming like a stalker).
- How to access and leverage the "Hidden Web," or the majority of the valuable online information that is invisible to search engines.

- How to use information to differentiate from the competition, generate warm referrals, tailor offerings, build deeper relationships with any client, and bottom line....win more business.

2C: The Essentials for a Successful Small City Brand

Bill Baker, *Chief Strategist*, Total Destination Marketing

This session shows how a small city with a limited budget can develop strong positioning, compelling messaging, and a brand strategy to stand apart from competitors and hit customer hot buttons. In this fast moving session he will provide real world examples, as well as affordable, proven tools and checklists to launch and manage a winning small city brand.

2D: Sports Panel

Greg Edwards, *President & CEO*, Catch Des Moines

John Groh, *President & CEO*, Go Rockford CVB

Rockford, Illinois has been a leader in the amateur sports tourism market since the early 1980s. Recognizing the value of sports, Rockford recently invested more than \$60 million in facilities aimed at helping the region retain, regain and grow the impacts of sports tourism. John will talk about their Reclaiming First coalition – how it came together and stays working together to position Rockford as a top sports destination.

12:45 pm - 1:45 pm **McDaniel Bureau Innovation Award Presentations**

2:30 pm - 3:30 pm **Concurrent Session 3**

3A: Success Through Partnership and Strategic Direction

Ray Hoyt, *CEO*, Visit Tulsa

With over 30 years of sports and tourism experience, Ray leads communities, clients, and corporations to envision the next level of every situation. He began the Tucson Sports Commission, wrote the event management process for Disney Sports, elevated the NSGA, and most recently, shifted Tulsa tourism from a \$2 million operation to a \$7 million industry model. A relentlessly thorough professional, Hoyt's infectious passion fuels each project and unifies agendas through the common goal of creating a better community for all involved.

3B: Neuroscience on Influence and Decision Making

Janet Sperstad, *CMP, Program Director, Meeting and Event Management*, Madison College

Our brain selects and inhibits information based on our motivations and needs. In this session, we will leverage results from recent neuroscience research on how the brain organizes information and impacts expectations and our relationships. We will explore a model that identifies 5 key motivational drivers for human behavior and decision making.

Learner Outcomes

- Explore how our brain filters information and how this impacts our thinking and behavior.
- Uncover why we decide what we do and how to influence decision making and creativity.
- Discover 5 key factors that drive our social brain and behavior.

3C: Stop Lighting Your Money on Fire

Steve Maly, *Activist*, Maly Marketing

During this session, we will hone in on defining your best buyers, discovering their lifetime value to your organization and how to best market to them. We will discuss how to gain the most bang

for your marketing buck, how to track your marketing ROI and how to leverage today's digital world. We will also conquer the world and bring internal peace to our society. It will be a blast and you will walk away with tangible action items that you can implement the moment you leave the room.

3D: The Best (& Worst!) of Sports Tourism

Jon Schmieder, *Founder & CEO*, Huddle Up Group, LLC

In this interactive session, sports tourism industry consultant Jon Schmieder will discuss the best and worst practices of sports tourism marketing. The session will also include the Huddle Up Group's annual findings (2017) of the 10 critical trends every DMO should consider when marketing their destination.

3:45 pm - 4:45 pm **Dubuque Revitalization Tours**

***Historic Main Street**

***Millwork District**

***Port of Dubuque**

5:00 pm – 6:30 pm **River Boat Cruise**

Tuesday, September 12, 2017

8:30 am – 9:00 am **Exhibitor Recognitions, 2018 Fall Conference Host Presentation**

Preview of 2018 UMCVB Conference

Ed Svitak, *President of VISIT Lake Geneva*, **Joe Tominaro**, *Director of Marketing and Development*, & **Susan Smolarek**, *Group Sales Manager*, VISIT Lake Geneva

Wisconsin welcomes UMCVB for 2018.

9:00 am - 9:20 am **TedX Style Technology Presentation**

AV Trends and Challenges

Adam Curl, *Conference Technologies*

Conference Technologies will present on current AV trends and common challenges with AV.

9:20 am - 9:40 am **TedX Style Design Presentation**

Power of Visuals

John T. Meyer, *CEO/Co-Founder*, Lemonly

Stories are the most powerful way to communicate, and human beings are wired to be visual thinkers. Today, people and companies communicate through charts, infographics, pictures, gifs, and emojis. Lemonly specializes in helping companies tell their story through visuals and in this talk Lemonly Co-Founder, John T. Meyer, will explain why you should start telling your story with visuals.

9:40 am - 10:00 am **TedX Style Education Presentation**

Group Tours and Travel: A Thriving Opportunity

Peter Pantuso, *President & CEO*, American Bus Association

This presentation will focus on the motorcoach and group travel market, looking at how it has grown and how it is changing. Understanding what the today's and tomorrow's travelers want and need is critical to attracting their business and keeping it.

10:00 am - 10:30 am **Midwest Meetings' Break - Official Sponsor Recognition**

10:30 am - 11:30 am **Closing Keynote Speaker**

Don't Steal the Cheesecake

Personal Branding and Online Reputation Management in a Digital World

Sam Richter, *Founder*, SBR Worldwide, LLC

In today's instant communication and social networking world, it's easy to share opinions and others can share the same about you. Unfortunately, what you and others post online, text, leave as a voicemail, say or do in front of a hidden camera, and even email is not limited to private networks and friend groups. Rather, there's a good chance that what happens in a digital format and what is said about you and your company is public, searchable, and archived, FOREVER! In "Don't Steal the Cheesecake" you will learn...

- What is a "personal brand," why you already have one, how to enhance it, and how personal brands dramatically impact your company brand and reputation.
- The dangers of sharing too much information, what can happen if you're not careful, and how to respond in a digital format when you're angry, so you don't become a "YouTube Sensation."
- What a company can, and cannot, do as it relates to what an employee posts on his/her personal social networks, and how to monitor, work with, and train staff to communicate in a digital world.
- Inside secrets on how to manage your online presence and Google rankings (for non-technical people) so when people search for information on you, that you control what they find.

11:30 am - 11:45 am **Prize Drawing/Exhibitor Appreciations**

11:45 am **Adjourn**